

To: "Matthew Liu" <matthewliu@google.com> 174
 From: "Max Maxwell" <maxwell@google.com>
 CC: "Thomas Williams" <thaw@google.com>, "Scott Bruce" <sbruce@google.com>, "Dominic Mazzoni" <dmazzoni@google.com>, "Aaron Lee" <aakylee@youtube.com>, "Nadine Harik" <nadineh@google.com>
 BCC:
 Sent Date: 2007-07-23 20:14:48 GMT
 Subject: Re: Faj Cat

We tried to call in, but the participant number was invalid.

On 7/23/07, Matthew Liu <matthewliu@google.com> wrote:

>
 > Hi Max,
 >
 > We are waiting on the conference line. Are you still able to join? I
 > didn't see your note about adding a Vc room in SMO unfortunately but the
 > dial in is there (we aren't in VC either).
 >

> Matt

> On 7/17/07, Max Maxwell <maxwell@google.com> wrote:

> >
 > > Hi Matthew,
 > >
 > > Friday or Monday should be fine for a meeting, especially if it's
 > > between 12 and 6. In addition to sbruce@ and dmazzoni@ above, you might
 > > add
 > > mote@ to this meeting.
 > >
 > > Some comments inline...

> > On 7/15/07, Matthew Liu <matthewliu@google.com> wrote:

> > >
 > > > Glad to meet you all. Thanks for the intro Thomas.
 > > >
 > > > Here at YT we have a very high priority in monetizing YT search pages.
 > > > YT search is fundamentally different from Google.com, in that keywords
 > > > are not always the best proxy for what a user may be interested in (it's
 > > > less of a seek for information/products as a looser browse experience in
 > > > many cases). Throw in some additional business/legal policy, we decided
 > > > to
 > > > roll forward with targeting search verticals instead of keywords.
 > > > Basically,
 > > > we wanted to have a keyword-to-vertical mapping system to bucket search
 > > > queries into marketable categories that advertisers can purchase (also
 > > > note,
 > > > this is not a bid model yet but a direct sales one).
 > > >
 > > > To create a homegrown classification system would obviously take a lot
 > > > of work. In the interest of speedy time to market we have instead
 > > > borrowed
 > > > the CAT2 vertical classification system (which I believe originates from
 > > > SMO
 > > > and originally was designed for identifying the "type" of vertical a
 > > > publisher site was by looking at keywords). This has already been built
 > > > into

> > > our search results and we will shortly begin monetizing on these
verticals
174-0002
> > > of content.
> >
> >
> > This sounds very close to our existing DSO ads product, "vertical
> > targeting", which allows advertisers to select from 750 verticals, and
> > compete in the auction for placements where the page is detected to fall
> > within that vertical category.
> >
> > Vertical classification wasn't built explicitly for keyword
> > classification, though several teams use it to that end. Most prominent
> > vertical classification applications are optimized for page or website
> > classification.
> >
> > Now that we have more or less completed a working prototype that can
> > > kickstart our monetization efforts, I wanted to dive down deeper. I
wanted
> > > to learn more about the classifiers work that is being done to really
> > > understand what the underlying paradigms are.
> >
> >
> > Vertical classification piggybacks on Rephil. Are you familiar with
> > Rephil?
> >
> > You might also want to consult our documentation in advance of a
> > meeting:
> >
> >
> >
[http://wiki.corp.google.com/twiki/bin/view/Main/CatTeam#Use Verticals for Your
Project](http://wiki.corp.google.com/twiki/bin/view/Main/CatTeam#Use_Verticals_for_Your_Project)
> > [https://www.corp.google.com/eng/designdocs/content-ads/vertical-
categorization.html](https://www.corp.google.com/eng/designdocs/content-ads/vertical-categorization.html)
> >
> >
> > Further, I would like to explore how the library (rather, a copy of the
> > > library) may possibly be tweaked for YT by learning off of YT historical
> > > data. For example, the majority of our queries are less geared to
products (
> > > e.g. terms such as 'panda' trigger software on google.com as the
> > > highest probability match but we would want to match it to the animals
> > > vertical on YT).
> >
> >
> > I should counsel that this may be more difficult than you anticipate,
> > depending on what you mean by "library" and "tweak". Since our
> > classification piggybacks on Rephil, you may consider training a custom
> > Rephil model based on Youtube search sessions and user-contributed tags.
We
> > have scripts that can help you migrate some of our vertical labels to a
> > custom Rephil model.
> >
> > Max
> >
> > If it makes sense, somewhere in the far future, YT will probably want a
> > > completely separate classification mapping so that our targeting against
> > > queries is most relevant. Any information that you can share about your
team
> > > would be great. At some point, I'd like to chat on the phone or pay a

visit
> > > to SMO with some of our engineers (CC'ed here). 174-0003
> > >
> > > Thanks. Looking forward to learning more.
> > >
> > > Matt
> > >
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> > >
> > > On 7/10/07, Thomas Williams <thaw@google.com> wrote:
> > > >
> > > >
> > > > Hey everyone meet Matthew Liu a YouTube PM (on the monetization side
> > > > I believe?)
> > > > He didn't see Scott's (very casual no-slides) presentation, so I
> > > > thought I'd introduce you folks via email. Matthew, other than
> > > > suggesting
> > > > you start at the P page or wiki, is there a specific question or area
> > > > related to our Classifiers that the team could help you with?
> > > >
> > > > Cheers,
> > > >
> > > > "thaw"
> > > >
> > > >
> > > >
> > > > On 7/9/07, Matthew Liu <matthewliu@google.com> wrote:
> > > > >
> > > > > Hi Thomas,
> > > > >
> > > > > Unfortunately I had a conflict on Friday and was unable to call in
> > > > > to the Fat Cat demo. Can you provide me with any slides and contact
> > > > > information for that team so I can follow up and begin learning more
> > > > > about
> > > > > their great work? Thanks in advance.
> > > > >
> > > > > Matt
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